

(54) Title  
VISCOUS DETERGENT CONCENTRATE COMPOSITION

International Patent Classification(s)  
(51)\* C11D 001/22 C11D 001/90 C11D 001/92 C11D 003/20

(21) Application No. : 76101/87 (22) Application Date : 24.07.87

(30) Priority Data

(31) Number (32) Date (33) Country  
86 10790 25.07.86 FR FRANCE

(43) Publication Date : 28.01.88

(44) Publication Date of Accepted Application : 11.04.91

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(57) Claim

1. A clear, concentrated liquid detergent composition capable of being poured, capable of being diluted with water to give a viscous diluted composition, comprising:

(a) at least one anionic surface active agent,

(b) a regulator of viscosity of the diluted composition, comprising:

(b<sub>1</sub>) at least one surface active agent chosen from the group formed by nonionic, amphoteric and zwitterionic surface active agents,

in combination with

(b<sub>2</sub>) at least one acid or its salt in such quantity that it is dissolved in the concentrated composition, the surface active agent (b<sub>1</sub>) and the acid or the salt (b<sub>2</sub>) being chosen so that the viscosity of the diluted composition decreases, or increases and then decreases, when the quantity of acid or of its salt (b<sub>2</sub>) increases, for given surface active agents,

(11) AU-B-76101/87  
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- (c) water,
- (d) if desired, at least one nonaqueous solvent,
- (e) if desired, at least one nonionic surface active agent which improves flow,
- (f) if desired, at least one hydrotrope, and
- (g) if desired, an acid which controls the pH of the concentrated composition between 5 and 7 such as sulfuric acid,

wherein the total quantity of surface active agents ( $a + b_1 + e$ ) does not exceed 90% by weight and the ratio of the total quantity of anionic surface active agents to the total quantity of nonionic surface active agents is greater than 1, and wherein the component ( $b_2$ ) is an acid or its salt of general formula

(I)            A-C

in which A is an anion chosen from the group consisting of saturated or unsaturated aliphatic groups containing 1 to 8 carbon atoms and, if desired, containing hydroxyl groups; and sulfate, iodide, bromide, chloride, thiosulfate, propionate, dichromate, acetate, or orthophosphate; and C is H or a cation chosen from the group consisting of sodium, potassium, calcium, ammonium, alkanolammonium, magnesium, iron and copper ions.